

IT Standard 23.0.0: Internet Coordination Roles and Responsibilities

Software and Standards Management Branch
Systems Support Division
United States Bureau of the Census

Issued December 1, 2003

Standard Number	Sequence: 23	Sub-standard: 0	Revision: 0
Category	Internet Standards		
Key Words	Internet Coordinators Group, Internet Coordinator, Internet Data Disseminator, Internet publication, authority, responsibilities, required skills,		

Abstract

This standard is established to ensure that all Census Bureau personnel who handle Internet offerings maintain a consistent level of knowledge related to publication procedures. This standard covers the roles and responsibilities of Division/Office Chiefs, Internet coordinators and Internet data disseminators, and provides general information on the dissemination process.

For further information regarding this listing on the Intranet contact Laura K. Yax at (301) 763-2391.

Note: You can also view this standard on the Intranet at <http://cww.census.gov/tab/www/icg.htm>

Table of Contents

1	Scope	1
1.1	Reason for Standard	1
1.2	Who or What is Affected	1
1.3	Where the Standard is Used	1
1.4	Relation to Other Internet Standards	2
2	Assumptions	2
3	Roles and Responsibilities	3
3.1	General	3
3.1.1	Authority Channel	3
3.1.2	Public Information Office (PIO) Product Release Notification Procedures	3
3.1.3	Usability	3
3.1.4	The Internet Coordinators Group	4
3.1.5	Publishing Restrictions	4
3.2	Roles of Division/Office Chief	5
3.2.1	Overview	5
3.2.2	Responsibilities	5
3.2.3	Delegation	6
3.3	Internet Coordinators (IC)	7
3.3.1	Overview	7
3.3.2	IC Responsibilities	7
3.3.3	IC Skill Requirements	9
3.3.4	IC Training	9
3.4	Internet Data Disseminators (IDD)	10
3.4.1	Overview	10
3.4.2	IDD Responsibilities	10
3.4.3	IDD Skill Requirements	11
3.4.4	IDD Training	12
3.4.5	Helpful Information	13
3.5	Systems Support Division (SSD) Internet Staff	13
3.5.1	Development and Redesign of Web Sites/Pages	14
3.5.2	CGI Script Approval	14
3.5.3	Section 508 Assistance	14
3.5.4	Contractor Web Sites/Pages	15
3.5.5	When to Contact	15
3.6	Definitions	15
4	Training	19
5	Reference Materials and Related Standards	19
5.1	Reference Materials	19
5.2	Related Standards	20
6	Conversion Requirements	20
7	Compliance Methods and Timetable	20

7.1 Compliance Methods 20

7.2 Timetable 21

8 Authority 21

8.1 Policy 21

8.2 Mandatory Standards 22

Important Dates 22

Contact for Additional Information 22

1 Scope

1.1 Reason for Standard

The purpose of this standard is to ensure that the Census Bureau's public Internet site is maintained at a high level of quality and usability, by providing for responsible, trained personnel with clear lines of authority; and that offerings to the site meet the Census Bureau's requirements for advance notification of product releases to the Web site.

1.2 Who or What is Affected

This standard is mandatory for all persons authorized to publish to the Census Bureau Internet servers. This includes Internet Coordinators (IC) (See section 3.3) and Internet Data Disseminators (IDD) (See section 3.4) as authorized by Form BC-1791A, "Employee Authorization to Release or Change Information on the External Internet Site," as approved by their Division/Office Chief.

1.3 Where the Standard is Used

This standard is intended for application to the Census Bureau's business practices in the following ways:

- Division/Office Chiefs use this standard in overseeing Internet development and electronic data dissemination. It **shall** be consulted prior to appointing an Internet Coordinator and prior to authorizing an Internet Data Disseminator to assure that those persons are made aware of the responsibilities inherent in these positions.
- Internet Coordinators **shall** use this standard as a reference for performing the job in a complete and consistent manner, and for the necessary oversight of Internet Data Disseminators within an Internet Coordinator's Division or Office.
- Internet Data Disseminators, whether Census Bureau staff or contracted specialists, **shall** use this standard as a reference for the expectations associated with the right to develop content for the Census Bureau Web site.

This standard also contains helpful information pertaining to working with the Census Bureau's Technology Applications Branch of Systems Support Division, (referred to throughout this document as the "SSD Internet Staff"), and Public Information Office for timely and correct Internet posting procedures.

1.4 Relation to Other Internet Standards

This standard is primarily concerned with the organizational structure needed to publish offerings on the Internet. IT Standard 17: Design and Development of Accessible Software focuses on the development of software applications for individuals with disabilities. IT Standard 20: Design Requirements and Guidelines for Web-based User Interfaces provides a set of design requirements and recommendations for the usability and accessibility of Census Bureau Web sites and Web-based applications.

2 Assumptions

Assumptions that apply to this standard are as follows:

- The Census Bureau Web Site is a large world class site;
- Division/Office Chiefs are responsible for all content placed on the Census Bureau public network under their program area(s);
- Each division/office publishing information to the Internet has one Internet Coordinator and one or more Internet Data Disseminators; on request an Internet Coordinator in one division may support additional divisions that have minimal Internet publishing activity;
- Persons responsible for carrying out these standards have a working knowledge of Internet technology, web development and usability practices;
- Only Internet Data Disseminators are authorized to post to the Census Bureau public network;
- The contents of all Internet documents are directly related to the mission and activities of the Census Bureau;
- All individuals working on the Internet have access to workstations compliant with IT Standard 4.0.3: Workstation Configuration (or latest version), or to desk-top personal computers compliant with IT Standard 7.0.8: Personal Computer (PC) Hardware Configuration (or latest version).

3 Roles and Responsibilities

3.1 General

3.1.1 Authority Channel

The authority channel for content approval of Internet offerings is Division/Office Chief through their designated Internet Coordinator through the Internet Data Disseminators. Ultimate responsibility lies with the Division/Office Chief who delegates authority to the Internet Coordinator, and the Internet Coordinator who delegates authority to the Internet Data Disseminator.

3.1.2 Public Information Office (PIO) Product Release Notification Procedures

The Department of Commerce (DOC), Office of the Secretary requires that the Census Bureau provide advance notification of all product releases. This includes all Internet releases, as well as all releases in print or other media. To satisfy this DOC requirement, divisions and offices *shall* follow the Public Information Office's (PIO) *Internet Product Release Notification Policy*. This policy is available on the Census Bureau's Intranet site at <http://cww.census.gov/pio/notification.html>.

3.1.3 Usability

User-centered design is an integral part of web development that improves the user's satisfaction while measuring the quality of a user's experience when interacting with a site. The goal of usability testing is to ascertain what will help users accomplish their tasks and what may impede them. Usability techniques reduce difficulties in understanding information due to excessive use of jargon and acronym use; locating links on a poorly organized site; and displaying information in a non-user friendly format.

Usability guidelines and best practices *shall* be implemented in the Census Bureau Internet web sites to focus on identifying user goals and tasks, while building applications with appropriate content and navigation schemes that are:

- Easy to understand
- Easy to learn
- Efficient to use
- Easy to remember on subsequent visits
- Satisfying, with a minimum number of errors as users go through the site.

All of these usability objectives are important for most sites, but a given site may emphasize specific goals for different audiences and situations.

It is highly recommended that all web developers spend time in reviewing the processes and procedures of the User-Centered Design techniques and coordinate usability consultation and testing with the Statistical Research Division's (SRD) Usability Lab. To achieve best results, web developers *should* contact the Usability Lab to develop a plan for usability testing in the earliest stage of development. For additional information about the Usability Lab see <http://usability.srd.census.gov/>.

3.1.4 The Internet Coordinators Group

The Bureau-wide Internet Coordinators Group (ICG) meets monthly to discuss issues related to all aspects of publishing and maintaining Internet content. All Internet Coordinators are expected to take part in these meetings. This group provides a forum in which to discuss difficulties, problems, and questions concerning web development at the Census Bureau. The group discusses:

- Best practices in web development, internet technology, and usability;
- Department of Commerce requirements;
- Census Bureau standards and guidelines;
- Information received from the SSD Internet Staff on environment changes affecting operating systems or hardware,

and offers how-to sessions and peer review along with other training geared to Internet data dissemination.

3.1.5 Publishing Restrictions

In addition to following published Census Bureau standards, all Internet Data Disseminators are advised of the following restrictions and limitations on data dissemination:

- Confidential, protected data *shall not* be published on Census Bureau public web servers.
- Personal information about Census Bureau employees *shall not* be published on Census Bureau Web sites.
- Data sets intended for download *shall* be placed on the FTP servers instead of www.census.gov. Data sets may be text files, binary dissemination formats (for

example Excel), compressed or other formats intended for download rather than viewing online in a web browser. Also, series of PDF files or other large files *should* be placed on FTP server.

- Large audio and video files for download *shall* be placed on a streaming media server instead of www.census.gov. The SSD Internet Staff can inform disseminators of steps necessary to prepare such files for streaming.
- Internet Data Disseminators *shall* make every attempt to publish files in manageable sizes. On a standard (56kb) dial-up connection, a 5MB file will take nearly 13 minutes to download. Consider breaking larger documents into sections noted in a table of contents or the use of an introductory HTML page.

3.2 Roles of Division/Office Chief

3.2.1 Overview

Advances in Information Technology continue to present the Census Bureau with opportunities to improve the management of its programs and the ability to serve the public more effectively. The ultimate responsibilities for distribution of public access information lies with Division/Office Chiefs. These executives delegate specific functions to their Internet Coordinators.

3.2.2 Responsibilities

Division/Office Chiefs *shall*:

- Appoint an Internet Coordinator for the division/office and provide them with the appropriate authority. Divisions/offices with an extensive web presence must assume that the Internet Coordinator job will entail a substantial time commitment.
- Involve the Internet Coordinator in all efforts to enhance web site design, whether by contractors or government employees.
- Ensure compliance with information and data management policies in accordance with Census Bureau standards.
- Administer data management within the division/office to ensure all web information is of value and interest to the general public.

- Establish a method of review and a system of approval for disseminating Internet data. Issues such as data review and quality, content, metadata, spelling and grammar, and protection of confidential data, among others, must be addressed, as they would for any other media.
- Maintain an awareness of division and Census Bureau infrastructure for effective and efficient dissemination of information.
- Take an active role in all aspects related to web sites within their division or domain by being aware of, acknowledging and supporting their public web sites.

3.2.3 Delegation

Division/Office Chiefs *shall*:

- Ensure all Internet Coordinators' and Internet Data Disseminators' qualifications are adequate prior to signature approval of form BC-1791A, "*Employee Authorization to Release or Change Information on the Internet Site.*"
- Empower the Internet Coordinator to ensure that Internet Data Disseminators within a division/office adhere to Census Bureau Internet Standards when developing information for the Census Bureau's public Internet site.

Division/Office Chiefs *should*:

- Communicate on a regular basis with the Internet Coordinator to evaluate new technology and to ensure compliance with data management.
- Encourage Internet Coordinators to participate in the Internet Coordinators Group (ICG), and other interdivisional efforts to integrate the Census Bureau's Web site.
- Encourage Internet Coordinators and Internet Data Disseminators to take an active role in learning new technologies and best practices by approving appropriate training.

3.3 Internet Coordinators (IC)

3.3.1 Overview

The primary functions of Internet Coordinators (IC) are to ensure that web sites adhere to the standards and guidelines provided by the Census Bureau and the Department of Commerce, and to employ good design and usability practices. The Division/Office Chief empowers the IC to perform this role.

ICs primarily coordinate Internet offerings and may or may not have the technical expertise required of IDD.

3.3.2 IC Responsibilities

A Census Bureau IC *shall* ensure that all Internet offerings under their sphere of influence conform to Internet standards, by:

- Verifying that all Internet documents are directly related to the mission and activities of the Census Bureau.
- Meeting accessibility and usability requirements.
- Meeting U.S. Census Bureau and Department of Commerce standards.
- Meeting division standards.
- Submitting contractor-developed sites to the SSD Internet Staff for review for compliance with Census Bureau standards.
- Consulting with the SSD Internet Staff before beginning new web development.

A Census Bureau IC *should* oversee the work of the Internet Data Disseminators (IDD) in their division/office by:

- Coordinating and organizing functions.
- Reviewing and approving all IDD work.
- Communicating standards and guidelines.
- Informing IDDs of Internet policies, events, and information.
- Conducting periodic meetings.
- Planning how to implement bureau-wide or division-wide Internet changes.
- Sharing tools and expertise.
- Identifying new applications and opportunities.

The IC *shall* establish procedures for reviewing web sites/pages. They *shall* maintain a review and clearance procedure for Internet offerings within the area, including work

performed by contractors. Clearance procedures *shall* include steps to ensure adherence to division/office policies and outline an approval process before posting to the Internet.

The IC *shall* represent their division/office at Internet related development groups, meetings and conferences. This includes attending the regular meetings of the Internet Coordinators Group (ICG) and presenting issues for resolution.

The IC *shall* collaborate with other divisions/offices by sharing knowledge and resources to enhance the public perception and usability of the Census Bureau's Web site.

The IC *shall* serve as liaison with the SSD Internet Staff.

The IC *shall* ensure that the Public Information Office is informed of upcoming Internet product releases, as outlined in section 3.1.2 of this document.

The IC *shall* ensure, through both on-the-job training and formal classroom training, that IDD's have the skills and technical expertise to perform their duties. The IC is responsible for ensuring access to needed technical expertise.

The IC *shall* ensure responsiveness to customers by:

- Enabling customers to contact subject matter specialists.
- Reviewing usage logs to determine if division/office objectives are being met and users can find easily the information they seek.
- Reviewing e-mail for suggestions and questions with a focus on generating improvement to the web site.
- Coordinating with the Marketing Service Office (MSO) to review the results concerning their area from MSO's annual Customer Satisfaction Survey. More information is available at <http://cww.census.gov/mso/www/mr/research.html>.

The IC *shall* manage the site by:

- Correcting broken links and evaluating orphan pages, and
- Correcting problems identified by error logs.

3.3.3 IC Skill Requirements

Internet coordinators *shall* have a wide range of skills, including:

- An ability to organize work loads, prioritize web information dissemination, and maintain the schedule of content upload.
- General knowledge of Census Bureau and Department of Commerce standards and best practices.
- Knowledge of how to develop and publish offerings for the Internet.

ICs *should* keep abreast of new and improving technologies to ensure that they and the IDD's for which they are responsible are adequately informed and educated.

3.3.4 IC Training

Training includes informal on-the-job or formal classroom instruction.

Census Bureau ICs *shall* have the following training, available at <http://cww.census.gov/tab/www/icg.htm>:

- Overview of 508 Standards
- Overview of IT Standard 20: Design Requirements and Guidelines for Web-based User Interfaces

Census Bureau ICs *shall* have the following training available through the Educational Services Branch of Systems Support Division:

- Introduction to HTML

Census Bureau ICs *should* have the following training, some of which is available through the Educational Services Branch of Systems Support Division:

- Information architecture
- Usability training
- Project Management
- Leadership Skills for Non-Supervisors
- Managing Multiple Priorities
- Problem Solving and Decision Making
- Proofreading Skills

3.4 Internet Data Disseminators (IDD)

3.4.1 Overview

The primary functions of an Internet Data Disseminator (IDD) include timely uploading of documents to the Internet, ensuring that all web sites adhere to the Census Bureau standards and guidelines, and developing a regular, ongoing form of communication with their Internet Coordinator (IC). The IC ensures that the IDD has the technical resources to perform the duties of their role.

3.4.2 IDD Responsibilities

3.4.2.1 Primary Responsibilities

Census Bureau IDD's *shall*:

- Develop and maintain web sites/pages to meet the Census Bureau's standards and accessibility requirements, specifically: IT Standard 20: Design Requirements and Guidelines for Web-based User Interfaces.
- Oversee all Internet documents within their domain, and in particular:
 - Verify that contents of all Internet documents are directly related to the mission and activities of the Census Bureau.
 - Ensure Internet documents meet division/office quality specifications.
 - Ensure that Internet documents are delivered in a usable and accessible form.
 - Follow the review and clearance procedure for data dissemination within their division/office.
 - Keep links active (by checking links on a regular basis looking for outdated data and dead links).
- Maintain regular contact with their division/office IC. The IC is the IDD's interface with the Internet system and Census Bureau management. It is the IDD's responsibility to make the IC aware of any problems and issues concerning the Census Bureau Web site.
- Adhere to the PIO notification procedures worked out by the IC in their division/office when creating content for public dissemination.
- Publish Internet documents to the Census Bureau public network.

- Submit CGI scripts to the SSD Internet Staff for review for compliance with security standards prior to implementation on the Internet.
- Maintain ongoing training to keep current with trends in the web development field.

3.4.2.2 Specialized Responsibilities

As relevant to specific development requirements, IDD's *should*:

- Develop CGI scripts for web pages with HTML forms.
- Create PDF files.
- Create graphic files or convert graphic files to other formats.
- Create and deliver multimedia presentations.
- Efficiently place data on the Census Bureau Web site.
- Serve as a resource to others sharing areas of expertise.

3.4.3 IDD Skill Requirements

3.4.3.1 Primary Skills

An IDD *shall* have the necessary basic skills and a working knowledge of the following prior to acquiring a web account:

- Common Internet protocols, such as TCP/IP and HTTP;
- A variety of popular World Wide Web browsers;
- Basic web design and best practices;
- Web development languages and/or web authoring and accessibility tools;
- Census Bureau standards and accessibility requirements;
- File transfer and publishing methods;
- Census Bureau network diagram and directory configuration (public Internet, internal Intranet, and any local division/office development machines for which the disseminator is responsible).

3.4.3.2 Specialized Skills

As relevant to specific development requirements, IDD's *should* have a working knowledge of the following:

- Server side programming languages, such as Perl or Java;
- Safe programming practices to maintain security of Census Bureau sites (see <http://circe.ssd.census.gov/admin/cgipolicy.html>);
- CGI script approval process;
- Multimedia tools and techniques.

3.4.4 IDD Training

Training includes informal on-the-job or formal classroom instruction.

Census Bureau IDDs *shall* complete the following training, available at <http://cww.census.gov/tab/www/icg.htm>:

- Overview of 508 Standards
- Overview of IT Standard 20: Design Requirements and Guidelines for Web-based User Interfaces.

And *shall* complete the following training, some of which is available through the Educational Services Branch of Systems Support Division:

- Introduction to the Internet
- Introduction to HTML
- Introduction to UNIX System
- Introduction to Usability
- 508 Compliance software
- Dynamic HTML with Cascading Style Sheets
- File Transfer Protocols

Census Bureau IDDs *should* have the following training, some of which is available through the Educational Services Branch of Systems Support Division:

- Advanced HTML
- Introduction to Database Design for the Web
- Screen reading software training
- Javascript

- Advanced UNIX Training
- CGI Programming
- Information architecture
- Graphics software
- Adobe Acrobat

3.4.5 Helpful Information

Account Access - In order to get an account to gain access to disseminate content to the Census Bureau Web Site, an IDD *shall* complete [Form - BC-1791A, "Employee Authorization to Release or Change Information on the External Internet Site."](#) This form *shall* be signed by a Division/Office Chief for authorization and sent to the Technology Applications Branch of SSD ("SSD Internet Staff"), which grants the IDD the privilege of placing information on the Internet.

Role as an Internet Coordinator - An IDD can accept the role and responsibilities of an Internet Coordinator, however, there can be only one IC per division or program area.

3.5 Systems Support Division (SSD) Internet Staff

The SSD Technology Applications Branch ("SSD Internet Staff") provides key resources for the Census Bureau's web development community. As a service of the Information Technology Directorate, SSD Internet Staff personnel coordinate with web developers throughout the Census Bureau to maintain the quality of its large, successful site. To meet this end, the SSD Internet Staff manages the Census Bureau's public web servers; maintains enterprise software and applications; verifies the accuracy of hyperlinks; and develops specialized web applications.

To specifically assist web developers, the SSD Internet Staff *shall*:

- Provide user accounts on the Census Bureau's development and public web servers.
- Review web sites for compliance with Section 508.
- Work with Computer Services Division (CSvD) to allocate web server space.
- Install necessary software for production web sites.
- Alert developers (ICs and IDDs) to new DOC regulations.
- Review contractor-developed sites for compliance with Census Bureau standards.
- Review CGI scripts for compliance with security standards.

3.5.1 Development and Redesign of Web Sites/Pages

Internet Coordinators and Internet Data Disseminators *should* consult with the SSD Internet Staff before beginning new web development. By doing this, the SSD Internet Staff can:

- Ensure that the Census Bureau's production environment supports any planned application software.
- Allocate hardware resources to the project.
- Offer development solutions.
- Better coordinate all development across the Census Bureau's Web Site.

3.5.2 CGI Script Approval

The SSD Internet Staff *shall* approve CGI scripts before they can be placed on the Census Bureau's public web servers. **Any and all unapproved scripts found running on Census Bureau web servers shall be removed immediately.** Operating a web server on any connected computer can jeopardize an entire network's integrity. Since a web server allows any user anywhere to run programs unsupervised on the server, anyone accessing the web server can exploit a poorly written CGI script. The complete CGI Policy is available from the Internet Dissemination Web Page on the Census Intranet at: <http://circe.ssd.census.gov/admin/cgipolicy.html>.

3.5.3 Section 508 Assistance

The SSD Internet Staff is available to assist ICs and IDD's in testing web sites for compliance with Section 508 standards. On April 12, 2001, the Department of Commerce Chief Information Officer approved the following standard:

“All Web sites of Department of Commerce organizations *shall* be designed to ensure that members of the public with disabilities, and Federal employees with disabilities, have access to, and use of, information and data that is comparable to the access and use available to persons who do not have disabilities, unless an undue burden would be imposed on the agency.

The regulations implementing Section 508 of the Rehabilitation Act Amendments of 1998 that pertain specifically to Web sites (36 CFR 1194.22) are adopted as a Department of Commerce standard.”

Additional information is available at <http://508.ssd.census.gov>, or through the the SRD Usability Lab at <http://usability.srd.census.gov/>.

Any web pages or applications that do not comply with Section 508 and do not have a waiver **shall** be removed from the Census Bureau's Web site. For information see the Acquisition Division's Section 508 web site at <http://cww.census.gov/acq/508info.html>.

3.5.4 Contractor Web Sites/Pages

The following requirements apply when a division or office uses a contractor to develop a Web site:

- Web sites **shall** fully comply with Section 508 regulations unless a waiver is approved by the IT Governing Board in accordance with the Census Bureau's IT Standards and Uniform Products Program Waiver Procedures.
- Web sites **shall** fully comply with Census Bureau IT standards related to Internet development.
- Contractors and sponsoring Census Bureau personnel **should** meet jointly with the SSD Internet Staff, prior to beginning work, to discuss hardware preferences, design guidelines, available software, server configuration, and other requirements.
- Contractors **should** propose iterative usability testing to be conducted in the Census Bureau's Usability Laboratory. Prior to the first round of usability testing, contractors and sponsoring Census Bureau personnel **should** meet jointly with the staff of the Usability Laboratory to discuss testing methods and procedures.

3.5.5 When to Contact

The Technology Applications Branch of SSD, generally referred to as the "Internet Staff," can be contacted for help on an as-needed basis. They can assist in the design of HTML pages for both the Internet and Intranet and with 508 accessibility issues. They **shall** be contacted to review any CGI script before it is released to the Internet. For assistance write to "SSD Internet Staff" in Lotus Notes or call 301-763-2157.

3.6 Definitions

3.6.1 508 standards: See Section 508 below.

3.6.2 accessibility: Making sure that individuals with disabilities have access to and use of information and data that is comparable to the access to and use of the information and data by such individuals who are not with disabilities. [PL 105-220, 1998 HR 1385 PL 105-220, enacted on August 7, 1998, 112 Stat 936 codified as: Section 504 of the Rehabilitation Act, 29 U.S.C. § 794d, Section (A) DEVELOPMENT, PROCUREMENT, MAINTENANCE, OR USE OF ELECTRONIC AND INFORMATION TECHNOLOGY.] [S15.0.1]

3.6.3 application: A group of related programs or processes that work together to accomplish a prescribed set of goals. [Team Definition] [IT Standard 8.0.2]

3.6.4 application software: Software that is designed for one or more applications. [ANSI X3.172-1990] [IT Standard 4.0.3] [IT Standard 9.0.3]

3.6.5 browser: A program or application which communicates with a web server using transfer protocols to send requests and receive responses. The application locates a document through a URL, retrieves it, and formats it for display to the user. Common browsers for the World Wide Web include:

- a. text browsers - displays only text; not icons/images such as Lynx, and
- b. graphic browsers - displays icons/images as well as text such as Netscape and MS Internet Explorer. [Team Definition] [IT Standard 15.0.1]

3.6.6 CGI (Common Gateway Interface): A standard for running external programs from a HTTP server. CGI specifies how to pass arguments to the executing program as part of the HTTP request. It also defines a set of environment variables. Commonly, the program will generate some HTML which will be passed back to the browser but it can also request URL redirection. [FOLDOC: Free On-line Dictionary of Computing. <foldoc.doc.ic.ac.uk/foldoc/>]

3.6.7 FTP (File Transfer Protocol): This is a service; programs and a set of specifications that provide the ability to copy a file from any Internet host to any other Internet host. At the Census Bureau, FTP is the action of transferring a file to a computer. FTP is also used to describe directories on the Census Bureau's Internet sites that contain large files suitable for transferring (for example, compressed files). [Team Definition] [IT Standard 15.0.1]

3.6.8 HTML (Hypertext Markup Language): A markup language used to structure text and multimedia documents and to set up hypertext links between documents, used extensively on the World Wide Web. [The American Heritage® Dictionary of the English Language, Fourth Edition. Copyright © 2000 by Houghton Mifflin Company. <www.bartleby.com>]

3.6.9 Internet: As used in this document the term “Internet” refers to that portion of the Census Bureau public network accessible to the general public. [Team Definition]

3.6.10 Internet Coordinators (IC): Persons with the responsibility of ensuring web offerings in their division/office adhere to Census Bureau standards and guidelines. [Team Definition]

3.6.11 Internet Data Disseminators (IDD): Persons with write privileges to the Census Bureau public network. [Team Definition]

3.6.12 Intranet: An Internet internal to an agency. Parts of these nets are sometimes called the Corporate Wide Web (CWW). The contents of an Intranet are usually not accessible to persons outside the agency. At the Census Bureau the intranet portal is designated as cww.census.gov, where cww refers to Census-Wide-Web. [Team Definition]

3.6.13 metadata: Information about data. Data definitions describing aspects of actual data items (in a document) such as name, source, format, and so forth. [Team Definition] [IT Standard 15.0.1]

3.6.14 multimedia: Of or relating to an Internet application that can combine text, graphics, full-motion video, and sound into an intergrated package. [The American Heritage® Dictionary of the English Language, Fourth Edition. Copyright © 2000 by Houghton Mifflin Company. <www.bartleby.com>]

3.6.15 page: A page, in World Wide Web parlance, is an individual computer file or document which can be addressed by a hypertext link. This usually means a HTML document. Although most pages are static files, some are not. HTML forms, Common Gateway Interface (CGI) scripts, and other mechanisms may be used to create pages which are front-ends to databases or other types of information services. Such services may dynamically create new pages containing query responses or customized forms in response to user input. [Team Definition] [IT Standard 15.0.1]

3.6.16 PDF (Portable Document Format): The native file format for Adobe Systems' Acrobat. PDF is the file format for representing documents in a manner that is independent of the original application software, hardware, and operating system used to create those documents. A PDF file can include any combination of text, graphics, and images in a device-independent and resolution independent format. PDF documents can be one page or thousands of pages, very simple or extremely complex with a rich use of fonts, graphics, color and images. ["The Portable Document Format Reference Manual," Adobe systems Inc. Addison-Wesley Publ. Co., ISBN: 0-201-62628-4] [IT Standard 15.0.1]

3.6.17 Product releases: These comprise news releases, product announcements and responses to queries; printed statistical reports, briefs and analyses; major revisions of Internet pages; technical, working and research papers; user notes and errata sheets; special tabulations listed in online inventories; CD-ROMs and DVDs; and parts of or entire special-purpose geographic information systems, or extracts from geographic databases, with or without software -- in short, anything resulting from our general statistical activities that is produced for a nongovernmental user. [Team Definition]

3.6.18 public access: A series of computer files that have been designated by authorized Census Bureau personnel to be made available for downloading to the general public through the public switched telephone network or over other unprotected networks. [Team Definition]

3.6.19 Section 508: This refers to Federal Regulations that ensure accessibility for all persons using Federal Web sites. The titles below all refer to the same accessibility regulations. Section 22 (1194.22) of the accessibility regulations, titled "Web-based Intranet and Internet Information and Applications," applies specifically to Web sites. Section 21 (1194.21), titled "Software applications and operating systems," applies (among other things) to any plug-ins that are downloadable from a Federal Web site. Section 4 (1194.4) contains definitions of some important terms, such as "undue burden."

- ▶ Section 508 of the Rehabilitation Act Amendments of 1998
- ▶ Electronic and Information Technology Accessibility Standards
- ▶ "Accessibility standards"
- ▶ Section 508
- ▶ Section 508 Standards
- ▶ 36 CFR Part 1194
- ▶ Federal Register, Vol. 65, No. 246, p. 80500 et seq., Dec. 21, 2000

[Team Definition]

3.6.20 shall: The word *shall* indicates a mandatory statement. [IT Standard 1.0.2]

3.6.21 should: The word *should* indicates a guideline which is recommended, but not mandatory. [IT Standard 1.0.2]

3.6.22 software: Programs, procedures, rules, and any associated documentation pertaining to the operation of a system. [ANSI X3.172-1990] [IT Standard 4.0.3] [IT Standard 9.0.3]

3.6.23 user: Any person who uses the services of an information processing system. [Team Definition]

3.6.24 usability: The effectiveness, efficiency, and satisfaction with which users can achieve tasks in a particular environment of a product. High usability means a system is: easy to learn and remember; efficient, visually pleasing and fun to use; and quick to recover from errors. [FOLDOC: Free On-line Dictionary of Computing. <foldoc.doc.ic.ac.uk/foldoc/>]

3.6.25 web design: The art of constructing an appealing and functional design which will serve the dual purpose of producing an aesthetically pleasing look as well as an easy-to-use navigational scheme. [Computer User High-Tech Dictionary. www.computeruser.com/resources/dictionary.]

4 Training

The Educational Services Branch (ESB) of the Systems Support Division offers regularly scheduled computer-related training for all Census Bureau employees. For information see <http://cww2.census.gov/centrain/> or call 301-763-8378.

5 Reference Materials and Related Standards

5.1 Reference Materials

The Internet Dissemination Handbook is located at: <http://cww.census.gov/tab/www/icg.htm> and provides resources and help for all Internet related issues.

The Census Training Center at: <http://cww2.census.gov/centrain/> provides information about the various training classes conducted at the Census Bureau.

5.2 Related Standards

IT Standard 17.0.1: Design and Development of Accessible Software
IT Standard 20.0.0: Design Requirements and Guidelines for Web-Based User Interfaces

These standards are available on the Census Intranet Home Page, A-Z Index under I for IT Standards and Uniform Products Program, or directly at:

<http://cww2.census.gov/it/ssd/itsupp/>

or on the Internet Dissemination Handbook page at:

<http://cww.census.gov/tab/www/icg.htm>.

The Department of Commerce maintains department-wide policies at:

<http://www.osec.doc.gov/webresources/>.

6 Conversion Requirements

There are no conversion requirements for this standard.

7 Compliance Methods and Timetable

7.1 Compliance Methods

Division/Office Chiefs *shall* work with Internet Coordinators to develop Internet plans for their respective areas, ensuring that all Internet offerings published to the Census Bureau web site meet the requirements of this standard. Plans *shall* encompass the needs of the Census Bureau and take into consideration current communications and marketing efforts.

The Internet Coordinators Group (ICG) is self-governing and expects compliance among its members. The ICG membership consists of content developing divisions and occasionally, content oversight areas. Both are administration groups and have one or more disseminators/members. These Internet Coordinators *shall* participate in the ICG process.

Waivers to this standard *shall* be allowed if fully justified. All applications for waivers to this standard *shall* be made in writing, following the [Waiver Procedures](#) established through the IT Standards and Uniform Products Program.

7.2 Timetable

Updates to this standard will occur at three year intervals. The ICG expects compliance from all current and newly assigned Internet personnel within one month of each reissue date.

8 Authority

8.1 Policy

Cited from Census Bureau Information Technology Policy Manual:

CHAPTER 4 - INFORMATION AND DATA MANAGEMENT

A. OVERVIEW

Modern IT continues to present the Bureau with opportunities to improve the management of its programs and the ability to serve the public more effectively.

4. Data Administration - Data definitions and formats, and their implementation, access, and documentation, are in a form that facilitates interchange with internal users and external customers. Data is managed so that it can be defined independently of the processes that create or use it, and so that it can be shared among many processes.
5. Data Documentation - Documentation for each data set or file is easily accessible and directly linked to the data it describes.

C. RESPONSIBILITIES

3. Data Management Compliance - Each Associate Director and Division/Office Chief ensure compliance with information and data management policies and administers data management within his or her directorate.
4. Evaluating New Technology - The Associate Director for Information Technology directs and coordinates the evaluation of new information management technologies to determine their potential applicability and effectiveness in Bureau information collection and dissemination activities.
6. Disseminating Information - The Associate Director for Information Technology establishes and maintains a technology infrastructure for effective and efficient dissemination of information.

8.2 Mandatory Standards

The mandatory standards are:

Rehabilitation Act Amendments of 1998 that pertain specifically to Web sites (36 CFR 1194.22)

Important Dates	
Originally Issued	December 1, 2003
Reissued	
Next Review Scheduled	December 1, 2006
Compliance	see sections 2 and 7

Contact for Additional Information
<p>Send your comments or suggestions on specific standards to IT.Standards.&.UP.Program@census.gov</p> <p>To find issued standards and general information about the IT Standards and Uniform Products Program, go to the Census Intranet Home Page, A-Z Index under I for IT Standards and Uniform Products Program.</p> <p>or</p> <p>Contact the Software and Standards Management Branch in SSD 301-763-2142; Room 1385-3; 301-457-4606 (FAX).</p>